



General Information Bulletin

Subject: OGS LOGO

DATE: January 22, 2016

CL #:824

DESCRIPTION: PROHIBITION ON USE OF OGS LOGO

OGS CONTACTS:

Customer Services

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In late 2014 Governor Andrew Cuomo implemented the New York State Branding Guidelines. At that time, most individualized State agency logos, including the logo previously used by the Office of General Services (OGS), were eliminated from use and a universal brand for New York State was adopted and implemented.

On August 18, 2015 the New York State brand became a registered trademark protected by the Trademark Act of the United States of America. Please see Serial Number 86446939, Registration Number 4793554. Use of this trademarked brand by Contractors is strictly prohibited.

A Contractor may state that it holds a contract with OGS and may include information such as a contract description, contract and award number, but, Contractors must comply with the "Advertising Results" clause in Appendix B of the Contract, which states:

The prior written approval of the Commissioner is required in order for results of the Solicitation to be used by the Contractor as part of any commercial advertising. The Contractor shall also obtain the prior written approval of the Commissioner relative to the Solicitation or Contract for press or other media releases.

Contractors are strictly prohibited from using the former OGS logo and the trademarked New York State brand for any purpose.